



Cal[®] GOLDEN TIES NETWORK

EMPOWERING CAL'S STUDENT-ATHLETES WITH KNOWLEDGE AND
ADVICE FROM EXPERIENCED ALUMNI | NOVEMBER 2019



TURAZO



2%

**STUDENT-ATHLETES
WHO WILL GO PRO**

**The other 98% are left to
figure out what's next—a
daunting reality for
athletes who have spent
their entire lives dedicated
to their sport.**



CAL ATHLETICS

THE PROBLEM

Faced with balancing a demanding academic schedule and full-time athletics, **today's student-athletes have little time for much else** and oftentimes miss out on internships, work study programs, job fairs, etc.

THE CHALLENGE

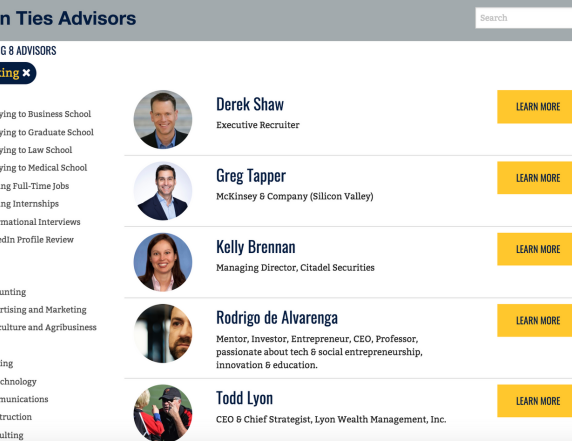
Access to mentorship, career exploration, and professional development opportunities is a necessity. Yet, **providing personal attention to hundreds of student-athletes is unsustainable** and nearly impossible for one staff member or even a small team.





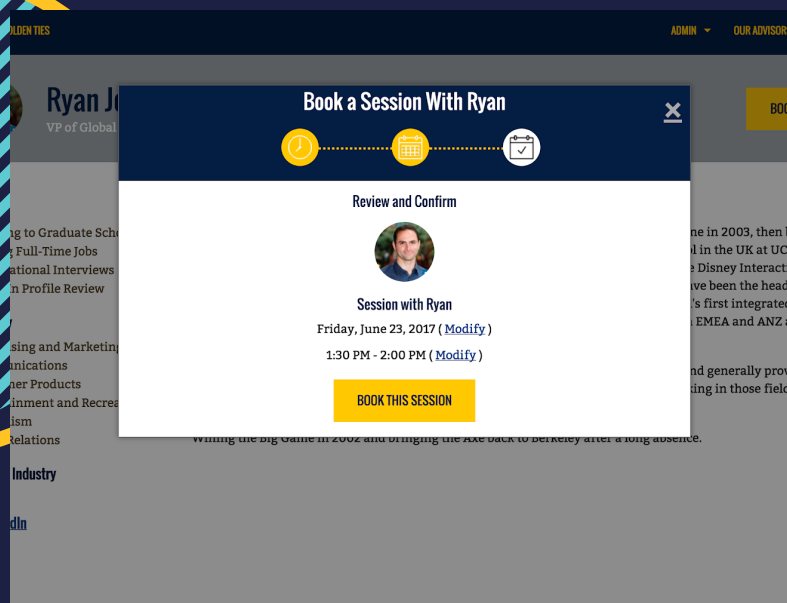
THE TURAZO SOLUTION

GOLDENTIES NETWORK:
VIRTUALLY CONNECTING STUDENT-ATHLETES
WITH EXPERIENCED ALUMNI



ACCESS TO MENTORS

Student-athletes are invited into a private network and provided a list of compatible mentor matches based on their profile and goals.



EASY SESSION SCHEDULING

They then select the mentor(s) of their choice and schedule an online virtual video or phone session directly from the platform.



EXPERT GUIDANCE

Through 1:1 engagements with their mentor, student-athletes gain advice and make valuable connections to begin building their future after college.





500+

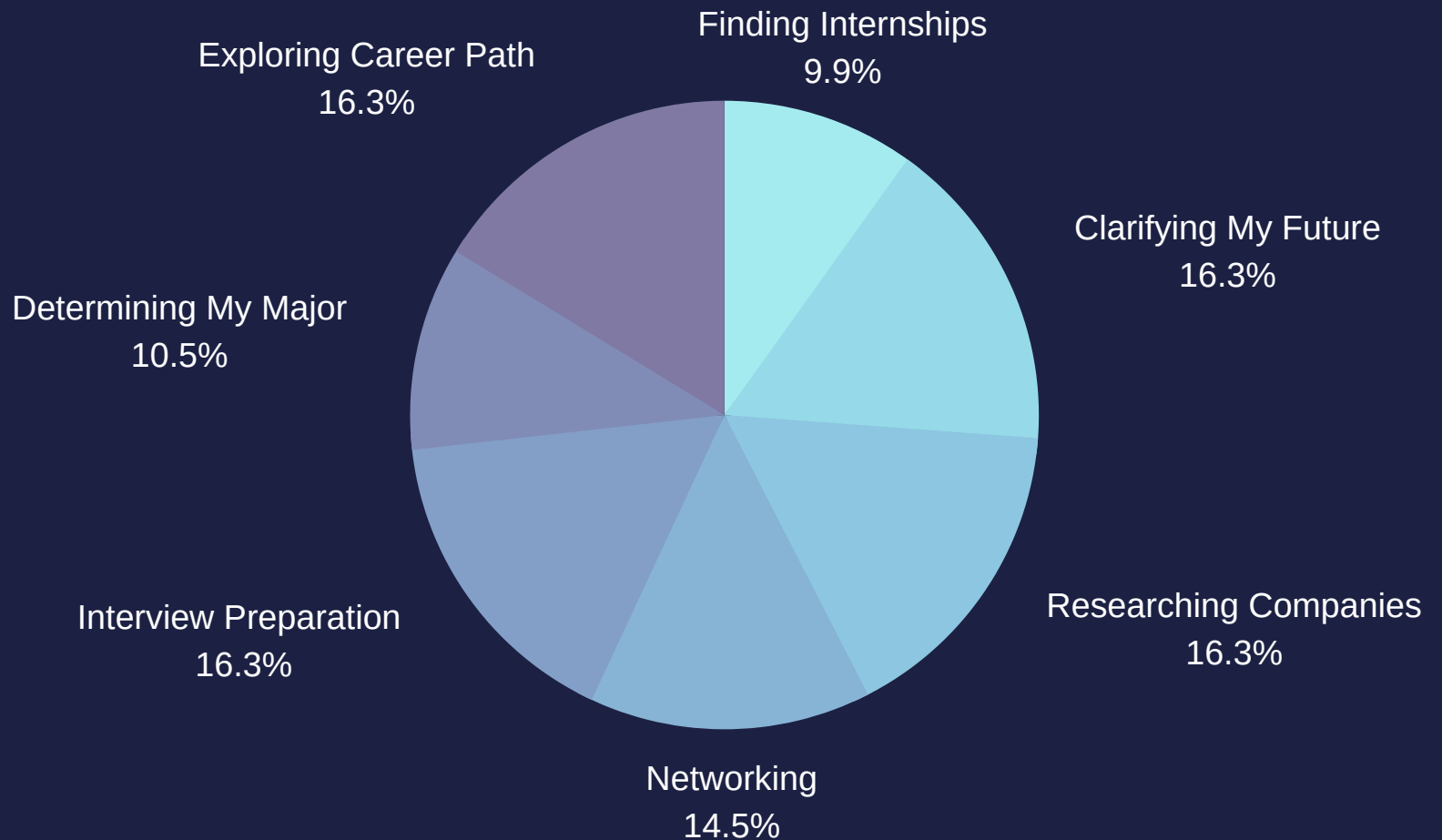
ACTIVE MEMBERS

And more than **250 sessions have been conducted** on the Golden Ties Network in the first two years of the program.



A PLATFORM THAT SUPPORTS STUDENT-ATHLETES

How Cal Student-Athletes are using the Golden Ties Network



70%

The Golden Ties Network is averaging **9 mentorship sessions per month**, a 70% increase from the 2016-17 pilot program.

68%

The total sessions grew from 47 in the pilot year to 79 in the full program.





JOHN WARNOCK

John had several sessions with alumni in the finance industry, and successfully landed a summer internship at a wealth management firm.



CHELSEA SHU

In need of an internship at the end of her junior year, Chelsea booked three sessions to learn more about marketing, which helped her secure a summer position.



ASHA CULHANE

After connecting with several advisors on Golden Ties, Asha received a summer internship and subsequent job offer.

